

<b>TSC Category</b>	Marketing Communications					
<b>TSC</b>	Public Relations Management					
<b>TSC Description</b>	Develop public relations strategies and manage public relations communications and activities to achieve organisational public relations objectives					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>HAS-PRE-2007-1.1</b>	<b>HAS-PRE-3007-1.1</b>	<b>HAS-PRE-4007-1.1</b>	<b>HAS-PRE-5007-1.1</b>	
		Assist in managing media relations	Manage public relations business communications	Organise, manage and review press conference activities	Develop, oversee, and evaluate public relations strategies	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Purpose of creating and maintaining media contacts databases</li> <li>Types of media</li> <li>Techniques for researching information in different types of media</li> <li>Communications methods with different types of media</li> <li>Types of media material used to communicate with the media</li> <li>Types and formats of media evidences</li> <li>Purpose of compiling media evidences</li> </ul>	<ul style="list-style-type: none"> <li>Types and purposes of different public relations business communication tools, their strengths and limitations</li> <li>Importance of organisation's public relations objectives</li> <li>Importance of appropriately pitching messages in public relations business communications</li> <li>Types of visual aids, their strengths and limitations</li> <li>Methods of identifying key points in messages for follow-up</li> </ul>	<ul style="list-style-type: none"> <li>Purposes of holding press conferences</li> <li>Purposes of press kits</li> <li>Techniques for preparing spokespersons for press conferences</li> <li>Methods of communicating with the media for invitation, registration and follow-up</li> <li>Importance of managing flow of events during press conferences</li> <li>Importance of conducting debriefing sessions with relevant personnel after press conferences</li> </ul>	<ul style="list-style-type: none"> <li>Role of public relations</li> <li>Factors to consider when identifying public relations needs</li> <li>Target audiences of public relations strategies</li> <li>Marketing and public relations plans, campaigns and activities to improve or maintain organisational image</li> <li>Types of public relations tools</li> <li>Critical success factors and outcomes of public relations strategies</li> <li>Importance of fostering relationships and support from stakeholders</li> <li>Considerations when interacting with media</li> <li>Methods for evaluating the impact of public relations strategies and activities</li> <li>Legal, regulatory, ethical and socio-cultural considerations related to public</li> </ul>	

					relations strategies and plans	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Identify relevant information to create a database of media contacts</li> <li>Maintain an up-to-date database of media contacts to facilitate interaction with the media</li> <li>Prepare information to be used in media materials</li> <li>Monitor and organise media evidences to track the types of media coverage received in digital or physical form</li> </ul>	<ul style="list-style-type: none"> <li>Determine appropriate business communication tools for use, based on the organisation's public relations objectives</li> <li>Formulate messages to disseminate information clearly to intended recipients</li> <li>Apply speaking, visual presentation and business writing techniques relevant to public relations activities and programmes</li> <li>Monitor and comprehend information receipt to determine required follow-up</li> </ul>	<ul style="list-style-type: none"> <li>Plan and manage activities to facilitate the conduct of press conferences</li> <li>Prepare materials and logistics for press conferences, according to planning requirements</li> <li>Manage on-site activities on the actual day to ensure smooth execution of the press conference</li> <li>Perform follow-up activities after press conferences</li> </ul>	<ul style="list-style-type: none"> <li>Identify public relations needs to maintain and enhance organisation's public image</li> <li>Develop public relations strategies, in alignment with marketing and public relations plans, and in consultation with relevant stakeholders</li> <li>Oversee public relations strategies to meet public relations needs, and to ensure alignment with marketing and public relations plans</li> <li>Evaluate public relations strategies to propose follow-up actions for improvement</li> <li>Demonstrate ethical principles and moral decisions when developing and overseeing public relations strategies</li> </ul>	